

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1. (Currently Amended) A method of displaying a commercial message on a display
2 device of a computer during a user waiting time, the method comprising ~~the steps of~~:
3 selecting the commercial message from a non-volatile memory; and
4 displaying the selected commercial message on the display device during the user
5 waiting time, wherein the user waiting time includes waiting time associated with at least one of
6 the computer entering sleep mode, the computer waking from sleep mode, a virus scan, and a
7 disk scan.

1 2. (Original) The method as in claim 1, wherein the commercial message comprises
2 an advertisement message.

1 3. (Original) The method as in claim 1, wherein the commercial message comprises
2 productivity enhancement tips for the computer.

1 4. (Original) The method as in claim 1, wherein the step of selecting the
2 commercial message further comprises the steps of:
3 tracking Internet information associated with the computer; and
4 choosing the commercial message to download to the non-volatile memory from a
5 website based on the Internet information.

1 5. – 8. (Cancelled)

1 9. (Original) The method as in claim 1, wherein the commercial message is
2 displayed for a duration according to a time weight assigned to the commercial message.

1 10. (Original) The method as in claim 1, wherein the commercial message is repeated
2 according to a frequency weight assigned to the commercial message.

1 11. (Currently Amended) A computer system for displaying a commercial message,
2 ~~on a display device during a user waiting time, the computer system~~ comprising:
3 a display device;
4 a processor coupled to the display device; and
5 a memory coupled to the processor and containing code adapted to display the
6 commercial message on the display device during the a user waiting time, wherein the user
7 waiting time includes waiting time associated with at least one of the computer system entering
8 sleep mode, the computer system waking from sleep mode, a virus scan, and a disk scan.

1 12. (Original) The computer system as in claim 11, wherein the memory comprises a
2 flash read-only memory (ROM).

1 13. (Original) The computer system as in claim 11, wherein the memory comprises a
2 hard drive.

1 14. (Original) The computer system as in claim 11, wherein the memory is updated
2 with the commercial message from the Internet when the computer is connected to a website.

1 15. (Original) The computer system as in claim 11, wherein the code comprises
2 Basic Input/Output System (BIOS) code.

1 16. (Original) The computer system as in claim 11, wherein the code comprises a
2 commercial messaging application.

1 17. (Original) The computer system as in claim 11, wherein displaying the
2 commercial message in the memory is selectively disabled.

1 18. (Original) The computer system as in claim 11, wherein deletion of the
2 commercial message in the memory is selectively enabled.

1 19. (Original) The computer system as in claim 11, wherein display of the
2 commercial message is selectively disabled.

1 20. (Original) The computer system as in claim 11, wherein the commercial message
2 is selectively saved for future display on the display device.

1 21. (Original) The computer system as in claim 11, wherein the type of commercial
2 message is user selectable.

1 22. - 26. (Cancelled)

1 27. (New) The method of claim 1, further comprising:
2 tracking user preferences; and
3 downloading additional commercial messages to the non-volatile memory that are
4 tailored to the user's interests based on the tracked user preferences.

1 28. (New) The method of claim 1, further comprising:
2 determining whether the user is a premium user;
3 in response to determining that the user is a premium user, providing an option to
4 the user to disable display of the commercial message.

1 29. (New) The method of claim 1, further comprising providing a password to enable
2 secure updating of the non-volatile memory with a password.

1 30. (New) The method of claim 10, further comprising assigning the frequency
2 weight to the commercial message based on a revenue generating capacity of the commercial
3 message.

1 31. (New) The computer system of claim 11, wherein the memory is further adapted
2 to store a frequency weight to determine frequency of displaying the commercial message, the
3 frequency weight having a value assigned according to a revenue generating capacity of the
4 commercial message.

1 32. (New) A system to display commercial messages, comprising:
2 a display device;
3 a basic input/output system (BIOS) routine executable to display a first
4 commercial message on the display device during a boot-up period;
5 an operating system; and
6 an application executable, after loading and execution of the operating system, to
7 display a second commercial message on the display device during a user wait period.

1 33. (New) The system of claim 32, wherein the user wait period includes a wait
2 period associated with at least one of the system going into sleep mode, the system exiting sleep
3 mode, a virus scan, a file download, and a disk scan.

1 34. (New) The system of claim 32, further comprising a memory to store a frequency
2 weight to determine frequency of display of the second commercial message, the frequency
3 weight having a value assigned according to a revenue generating capacity of the second
4 commercial message.